



Resendiz Brothers Protea Growers LLC

Summer 2004 Newsletter

It is with great pleasure that we send you our first edition of the "Resendiz Brothers Protea Growers Newsletter".

Our newsletter will be published on a seasonal basis (Spring, Summer, Fall and Winter). Each edition will enable us to:

- ◇ Update you on what's new and in-season,
- ◇ Introduce you to some of our team,
- ◇ Educate you on new products and varieties,
- ◇ Provide a calendar of upcoming events,



Mel Resendiz with some Kings & Pins

- ◇ Provide insight into how the weather and unforeseen conditions might affect future production,
- ◇ Provide "Hot Tips" or answers to some frequently asked questions, and
- ◇ Show you how the media are using Proteaceae materials.

There's a lot to share and this newsletter will make it easier.

We welcome your comments and suggestions.

Here's to the joys of summer and new beginnings!

Pincushions

The fields were beautiful during the Spring



A field of Flame Giants

season! As the volume of Pincushions increased, so did the demand. Our Flame Giant Pincushions were the most requested flower this Spring. They have big beautiful heads and the vivid orange color is eye catching. Hope you enjoyed a few. This year requests for "Pins" were up, thanks to the wonderful marketing efforts of the California Protea Association, The Cut Flower Commission and various other trade publications which have so prominently displayed those gorgeous flowers.

Upcoming Events

- July 7—10, 2004 Fun-N-Sun, San Diego, CA. We'll be staffing the California Protea Association's booth #5 at the Flower Fair on Friday. Please stop by and say hi.
- September 29th—October 2nd, 2004 Society of American Florists (SAF) Maui, Hawaii.

“Calycina Thryptomene”



Calycina Thryptomene is a fairly new product here at Resendiz Brothers. In the Spring of 2004 we were able to harvest and ship several boxes of this beautiful Australian wetland filler flower.

Calycina has long, woody, spiky stems with clusters of tiny round flowers up and down the stem. It's natural colors are pink and white. However, it can also be tinted in a variety of colors.

Calycina will be available again in Spring, 2005 from February through April.

Check It Out

The June issue of Florist Review has editorial coverage of Australian floral products. Also within this issue is a beautiful 12 page insert from the Australian Flower Council. These beautiful floral design ads use of color were wonderful!

The insert emphasizes how beautiful Protea, Pincushions and Banksia work by themselves and also mixed with other flowers. If you enjoy good floral photography, you won't want to miss this issue.



Protea Fiesta

Happy 4th of July!

Protea Fiesta is our featured flower for July. Fiesta is a hybrid cross between Compacta and Neriitolia. Our volume is still limited but it is growing. Look for it in your boxes of assorted Proteas.

What's Coming Up

- ⇒ Protea Pink Ice
- ⇒ Protea Minks
- ⇒ Protea Susara
- ⇒ Leucadendron Jester

See us on the Web!

The Resendiz Brother's Protea Growers web site has been up and running since January, 2004. You can see us on the web at www.resendizbrothers.com

We will continue to update the site as new product and information becomes available.

Feel free to email us at ismaelresendiz@msn.com if you experience any problems on the site or if you have any suggestions.

We hope you have a wonderful summer and thank you again for your continued support. We appreciate your business.